RJ Reynolds
Tobacco Company

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in media Report 6/20/95

SENT VIA E-MAIL

June 19, 1995

R. C. Farmer
R. F. Kane
J. R. Loftin
B. G. Norman
J. P. Renehan
P. E. Schmidt
M. A. Young
Region Operations Managers - (Please distribute to all Northeast Sales Area Employees)

Ladies and Gentlemen,

Congratulations and Thank You!

Obviously, the last few weeks have been hectic, to say the least. I know our response to the P.M. Recall caused extra work and rescheduling. In many cases, longer weekdays and weekends were spent to assure RJR product availability was maintained at retail.

All of you should be proud of your efforts as our shipments have been very good for four weeks in a row. Also, infoscan share of market on 700 supermarkets nationally indicates the week of May 28, 1995, RJR's SOM increased 3.35% and P.M.'s decreased -4.81%.

The above dynamics are definitely positive, RJR sales force responsiveness/sense of urgency = plus business!!!

Sincerely,

Dave

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c: Don Fitzgerald

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Source: https://www.industrydocuments.ucsf.edu/docs/fmjy0000